Index – Volumes I Through XX

	Volume No.	Issue No.
Academic Freedom and Moral Responsibility	XI	4
Accounting Profits, Economic Profits and Monopoly Power	IX	2
Administration of Quality Control in Today's Industry	III	3
Advertising Council: A Model for Social Marketing	XIX	1
Advertising in a Competitive Economy	X	2
Advertising Strategy in a Developing Country	XIV	4
Aged Consumer and the Market Place	XVIII	2
American Business System, The	XI	1
American City, Problem of the Future	XI	1
American Direct Investment Abroad, Guidelines for	IX	4
An American Invasion?	VII	4
Analysis and Reconciliation of Bond Refunding Decision Models, An	XIII	2
Analysis of the Business Recession	III	3
Analysis of General System Theory	XIII	2
Analysis of Helper Requirements by Monte Carlo and Queueing Simulation Techniques, An	VII	3
Analysis of Manufacturing Employment in Milwaukee	VII	1
Analysis of the Product Addition Decision Process in a Marketing Intermediary – The Food Broker	XVI	1
Another Inflationary Spiral?	X	2
Another Look at the Beer Industry	XIX	3
Another View of Union Organizing and the Small Employer	XIX	3
Are Minority Groups Getting Fair Treatment from Unions and Management?	VII	4
Asset Depreciation Range System & Business Investment Decisions	XVIII	3
Automating–Pitfalls and Possibilities	XII	1
Automation and Collective Bargaining (Book Review)	IX	2
Automation, Some Economic Implications of	XI	1
Banking, Money and Capital in the European Common Market	VII	2
Basic Research in Industry: A Resource or a Waste?	X	4
Big Board: Does It Really Increase Market Price	XVII	4
Big Business Is the Small Businessman's Best Friend	XIV	1
Bloc Aid and Trade with Cuba, The Economics of	XIV	2
Break-even Allowable Analysis	VI	2
Burden of Property Taxation on Homeowners in Milwaukee, The	X	2
Business Across Boundaries: A Laboratory Experiment	XVIII	4
Business Behavior: The Cigarette Case	XVII	2
Business Competition, Business Size and Economic Performance	III	5

Index – Volumes I Through XX

	Volume No.	Issue No.
Academic Freedom and Moral Responsibility	XI	4
Accounting Profits, Economic Profits and Monopoly Power	IX	2
Administration of Quality Control in Today's Industry	III	3
Advertising Council: A Model for Social Marketing	XIX	1
Advertising in a Competitive Economy	X	2
Advertising Strategy in a Developing Country	XIV	4
Aged Consumer and the Market Place	XVIII	2
American Business System, The	XI	1
American City, Problem of the Future	XI	1
American Direct Investment Abroad, Guidelines for	IX	4
An American Invasion?	VII	4
Analysis and Reconciliation of Bond Refunding Decision Models, An	XIII	2
Analysis of the Business Recession	III	3
Analysis of General System Theory	XIII	2
Analysis of Helper Requirements by Monte Carlo and Queueing Simulation Techniques, An	VII	3
Analysis of Manufacturing Employment in Milwaukee	VII	1
Analysis of the Product Addition Decision Process in a Marketing Intermediary – The Food Broker	XVI	1
Another Inflationary Spiral?	X	2
Another Look at the Beer Industry	XIX	3
Another View of Union Organizing and the Small Employer	XIX	3
Are Minority Groups Getting Fair Treatment from Unions and Management?	VII	4
Asset Depreciation Range System & Business Investment Decisions	XVIII	3
Automating–Pitfalls and Possibilities	XII	1
Automation and Collective Bargaining (Book Review)	IX	2
Automation, Some Economic Implications of	XI	1
Banking, Money and Capital in the European Common Market	VII	2
Basic Research in Industry: A Resource or a Waste?	X	4
Big Board: Does It Really Increase Market Price	XVII	4
Big Business Is the Small Businessman's Best Friend	XIV	1
Bloc Aid and Trade with Cuba, The Economics of	XIV	2
Break-even Allowable Analysis	VI	2
Burden of Property Taxation on Homeowners in Milwaukee, The	X	2
Business Across Boundaries: A Laboratory Experiment	XVIII	4
Business Behavior: The Cigarette Case	XVII	2
Business Competition, Business Size and Economic Performance	III	5

	Volume No.	Issue No.
Business Data Processing	II	1
Business Ethics, Bibliography on	VIII	1
Business Executive Expectation of Business Administration Graduates: A Marquette Survey	XIV	4
Business Leadership: Are You Up To It?	XVIII	2
Businessmen: A Plan for Greater Involvement in Economic Education	XX	4
Business School Core Curriculum, The Basis for	IX	3
Business Simulation: What, Why and How?	XIX	4
Capital Formation in the Chilean Corporation	VIII	1
Capital Supply in the North Central Region	IV	2
Cartels, Competition and Public Policy in Germany	IV	3
Catholic Tradition in Economic and Business Ethics	VIII	1
Cement Mergers — Market Dispersion and Conglomerate Entry	XVII	2
Center for Business Services	V	1
Channel Development and Innovation	XV	1
Characteristics of Two Groups of Investors	XVII	2
Check Staggering: Application of Modern Management to Govt. Systems	XX	4
Chief Executive and Middle Management Roles: Distinctive Characteristics and Potential Changes	XI	2
Christianity and Social Progress	VI	1
Christianity and Social Progress	VI	3
Christian Truth and Social Progress Economic Democracy and Responsible Freedom	VI	2
Citizen's Responsibility to His Community	V	4
Collective Bargaining for College and University Faculties	XVIII	4
College Students and Their Attitudes Toward Selling	XII	4
Comments on the Outlook for 1962	VI	1
Committees, Use of in the Decision-Making Process	XIV	1
Communist China: Take-off to Sustained Economic Growth?	IV	4
Comparison of Personality Factors of Small Owner-Managers With Those of Graduate Teachers. A Pilot Study	IX	3
Comparative Current Trends in "Market Socialism"	XII	3
Comparative Job Attitudes — Iraqui and American Students	XVII	1
Comparative Marketing Revisted	XX	4
Comparison of Credit Union Efficiency by Chartering Authority: An Ohio Case Study	XVII	3
Competition and Changing Patterns in the Marketing of Agricultural Products: A Systems Approach	XVIII	3
Computer Alleviates Inventory Control Problems	III	2
Computer—Problem Child of the Office	V	3
Computer Leadership in the Midwest	II	4
Computerization and Management's Shifting Role	VII	3

	Volume No.	Issue No.
Computerized Society of Tomorrow, The	XII	2
Congress and Foreign Aid	IV	1
Consumer Credit Under Attack	V	3
Consumer Demand for Leather Footwear in the Soviet Union, A Study of	XIV	3
Consumer Images of Retail Store Personalities	XV	4
Consumer Protection Communications	XIX	1
Consumer Installment Credit in the 1960's	IV	4
Consumer Protection in Great Britain and the United States	XIII	4
Consumer—A Target or a Constraint	XV	4
Corporate Permissiveness and the Goals of the Corporation	XV	3
Credibility of Advertising Themes Among Blacks and Whites	XIX	3
Credit Union Efficiency by Chartering Authority, A Comparison of: The Michigan Case	XI	4
Credit Unions in Wisconsin: Looking at the 1970's	XV	3
Critical Characteristics for A Pragmatic Concept of Income	XVII	4
Critical Evaluation of the Marginal Theory of the Firm	XV	1
Cultural Attitudes. An Obstacle in the Managerial Training of Latin Americans by United States Firms	VIII	4
Culture As a Marketing Tool	XIX	4
Current Bank Activities Regarding Membership in the Federal Reserve System	VIII	4
Current Marketing Practice: Some Societal Implications	XV	2
Cybernetics and Mathematical Models in Marketing	XI	3
Czechoslovakia, Creating a "Voice of the Consumer" in	XI	3
Czechoslovakia: The Decision to Revise the Economic System	XI	2
Data Processing Technique, Its Impact on Industry	IX	4
Decade of Wisconsin Banking	I	3
Decision Making in an Uncertain World, The Economist Looks at	X	1
Decision Rules and Sensitivity Analysis for Marginal Products Under Probabilistic Capital Investment Model	XII	4
Decision Theory Approach to Managerial Decision-Making	XVI	3
Deep Harbors for the Seaway	III	2
Defense of Profits	VII	2
De Gaulle: A Threat to the Free World	X	3
Delaware Corporation Franchise Tax: An Underexploited Quasi-Tax	XIV	1
Demand for Bank Officers in Wisconsin, The	VII	2
Depreciation, an Effective Vehicle to Convert Ordinary Income to Capital Gains	VI	2
Determining Financial Needs Upon Retirement in the Milwaukee-Racine Area	V	3
Development of the German Securities Exchange System, The	XII	3

	Volume No.	Issue No.
Diffusion and Adoption of a Consumer Durable	XVIII	1
Discussion of the Soviet Bloc's "Economic Offensive" in Asia	II	2
Dissonance Theory and Dissonance Research: Some Discrepancies	XVIII	3
Dividends Earnings Controversy Reexamined: A Historical Study	XV	1
Dividends and Earnings and Their Influence on Stock Prices of Commercial Finance Companies	XX	1
Dome of Many Colored Glass	XIII	4
Do's and Don'ts for Effective Report Writing	XIV	4
Duesenberry's "Ratchet Effect:" A Lesson for Our Federal Income Tax Structure	XII	3
Early Business Corporations: A Revised View of Wisconsin Experience 1848-1871	XIX	3
Earnings, Dividends and Stock Prices: Review and General Model	XI	3
Economic Development of the U.S. in the 1970's	XII	1
Economic Dilemma: Would Guideposts and Controls Be a Better Remedy in Curbing Inflation	XIV	3
Economics in Business Ethics, The Role of	IX	2
Economics of Disarmament	VI	1
Economic Growth—The 'Sixties versus the 'Fifties	IV	4
Economic History of the American Oil Industry Part I	III	2
Part II	III	3
Economic Indicators	VI	1
Economic Indicators	VI	2
Economic Indicators	VI	3
Economic Indicators for the Top Cities in Wisconsin	VI	4
Economic Indicators for the Top Cities in Wisconsin	VII	1
Economic Indicators for the Top Cities in Wisconsin	VII	2
Economic Indicators for the Top Cities in Wisconsin	VII	3
Economic Outlook for the 'Sixties	V	1
Economic Outlook for 1969	XII	4
Economic Problems as a Spur to Planning in Industrialized and Less Developed Nations	XIV	2
Economic Profile of a Potential Ghetto	XIII	2
Economics of Raw Materials: The Case of the Japanese Steel Industry	XV	4
Education for Business	III	5
Education for Business	V	3
Education's Role in Solving the Productivity Problem	V	4
Effect of Invoice Cost vs Internal Cost Reduction on Retail Pricing	XIX	3
Efficiency in Marketing Communication	XIX	2
Electric Power Consumption—an Output Indicator in Milwaukee	VI	2

	Volume No.	Issue No.
Empirical Study of an Incident in Consumer Taste Pattern Formulation	XV	3
Empirical Test of the Accuracy of Mathematical Methods Selected for Population Projection. A Case Study in Illinois	XII	2
Employee Induction Program, The	II	3
Employee Performance Counseling	II	3
Entrepreneurship and Labor Relations at the Ford Motor Company	XVI	2
E. P. Ellis: A Study in Nineteenth Century Business Technique	VI	4
Equilibrium in the Taxicab Market and the Goals of Regulation	XIX	2
Ethics and Business Decisions	XIV	3
Ethics of Interest, The	X	1
European Economic Community	III	1
Evaluation of Franchisee Independence	XIX	1
Evaluating Marketing Performance	X	2
Evaluation Performance of Federal Employees	XV	4
Evening Division Education—1957	I	3
Exponential Smoothing for Sales Forecasting: Analysis and Application	XVI	4
Expressways—Their Effects on Real Estate Values	III	4
Faces and Bifocal Forecasting	III	1
Factors Affecting Long-Range Planning in the Small Business Firm	XX	4
"Fair Trade" Again	VII	4
Fallacy of Increased Inspection Leniency for Controlling Quality	XV	2
Fiscal Aspects of Control of Inflation	II	3
Foreign Aid—Points of View	IV	2
Formative Influences and Leadership in the Business Enterprise	VII	4
Foremen Incentive Systems in Wisconsin, A Survey of	XIII	1
Franchising As An Investment Opportunity: An Evaluation	XX	4
Freedom in Private Enterprise	I	1
Fringe Benefits: The Hidden Paycheck	VIII	3
Functional Economy, The	IV	4
Future for Consumer Finance	II	1
Future Prospects in the World of Finance	V	1
General Otto Falk—Businessman	VII	3
General Historical Overview of Socialism and Current Tendencies	XV	2
German Problem, The	III	3
Gifts, There Are	VIII	1
Goal Programming Approach to Investment Decision-Making	XX	4

	Volume No.	Issue No.
Goodwill Account: The Accounting Recognition of the Concept of Economic Rent	XIII	2
Great Depression: Turning Point in American Administrative Philosophy	XVIII	3
Growth Stock and Its Valuation: A New Approach	VIII	1
Health Problems Provoked by the Employment of Women in Industry	VI	3
Hippies, Drugs and Promiscuity (Book Review)	XVII	1
History of the Odd-Lot Stock Trading Theory	XIII	3
Housing for the Elderly in Milwaukee	III	1
How Are Productivity Gains to Be Shared?	IV	2
How Can Management Develop a Sound Insurance Program?	IV	2
How Personnel Managers Rank the Importance of Various Educational Factors in Business Administration Graduates	XVII	3
Identification of Key Factors Which Contribute to Good Union-Management Relations	VI	3
Impact of Employee Representation Plans Upon the Development of Management-Worker Relationships in the United States	XX	3
Impact of Our Foreign Aid and Give-Away Program on the American Economy, The	IV	1
Impact of Price Controls on Financial Decision-Making	XVIII	2
Implications of a Maturing Youth Market	XX	3
Improving the Image of Selling: Some Guidelines for Thought and Action	XV	3
Income Tax, The Personal. A Study in Justice	IX	2
Industrial Development Acquisition Process: An Ecology of Games?	XVI	3
Industrial Personnel Security (Book Review)	VIII	2
Industry and Education	I	3
Influence of Company Size and Profitability on Executive Incomes	VII	2
Informal Organization: A Managerial Myth Revisted	XVII	4
Informal Work Group Leaders, A Better Understanding of	IX	1
Ingredients in Effective Managerial Action	IX	1
Ingredients for Successful Exporting	XV	1
Innovations in Collective Bargaining in Sweden	XII	4
Innovations in Learning: The Venture Capital Game	XIX	4
Institutional Change and Adaptive Behavior in Small-City Retailing	XVIII	2
Intelligent Management of Intelligence	XIV	1
International Advertising: The Challenge Facing American Firms in Overseas Markets	X	1
International Advertising Organization: A Case Study Approach	XI	4

	Volume No.	Issue No.
International Business—An Environmental Approach	XII	2
Introduction to Foreign Aid Conference Proceeding	IV	1
Invisible Voice: The Association Executive	XIX	4
Iraq Revisited	XIII	1
Is the Term "Fringe Benefit" a Misnomer?	VI	3
Japanese Managerial Scene: An Introductory View	XVII	4
Job Values As Perceived by College Seniors, Their Employers and Their Professors	XX	2
Just Price in Our Modern Economy, The	X	3
Just Wage, The, and the Living Wage	IX	4
Kohler on Strike	XIII	2
Legislative Framework of Collective Bargaining	VII	3
Legitimacy of the Business Corporation (Book Review)	XIV	3
Linear Programming for Industry	I	1
Linear Programming Problems Solved by Symmetric Method	IV	3
Linear Programming as a Tool of the Business Executive	I	3
Listing on the Big Board: Does It Really Increase Price?	XVI	1
Literature of Business		
Field of Accounting	III	4
Field of Economics	V	1
Field of Economics	VI	1
Field of Economics	VII	1
Field of Finance	VI	2
Field of General Business	III	5
Field of General Business	V	4
Field of Management	IV	2
Field of Management	VI	2
Field of Marketing	IV	2
Local Breweries and the College Market: Analysis of a Market Segment	XIV	3
Long-Range Planning, The Common Language of Profits in	IX	3
Look Ahead in Accounting, A	V	4
Low Income Consumer Education by Business — A Neglected Activity	XX	2
Macro Marketing System — An Analog Model	XX	1
Making Markets: A Number Game	XVIII	2
Making Product Managers into "Marketeers"	XI	2
Man and Management	VI	3
Manager in the Middle, Is there a Salary Squeeze on the	XI	3
Managerial Chart System	VII	2
Management Assistance Provided by Small Business Investment Companies	XV	2
Management by Impression: A Dilemma of Developed Countries	X	3
Managerial Decision-Making—A Challenge	I	3
Manifest and Latent Functions in Marketing: A Macro View	XX	1

	Volume No.	Issue No.
Manpower—Our Major Problem	I	1
Marginal Cost Pricing and the Regulation of Public Utilities	XVI	3
Marketing a Company to the Security Analysts	XVIII	4
Marketing Concept: The Ultimate in Bait and Switch	XX	3
Marketing-Ecology Interface	XV	3
Markov Chain Equilibrium Revisited	XIX	1
Marquette Looks at 1958	II	1
Marquette Production Management Simulation, The	VII	3
Mathematical Approach in the Development of Administrative Theory, The	XII	4
MBA: A Profile of What Business Wants	XIX	2
Mc Gregor Revisited — Theory Z	XVIII	2
Measurement of Advertising Performance—Based on Readership Data Supplied by Daniel Starch and Staff	I	2
Measuring the Efficiency of Marketing	VIII	3
Measuring the Investment Worth of Research and Development Proposals, Problems in	IX	1
Measuring Management Effectiveness	II	2
Metric Conversion: Transition from the Pre-Imperial to the Metric System in the United States	XVII	2
Metropolitan Area—An Economic and Social Challenge	V	4
Military Security Program—A Vital Part of Our Defense	IV	1
Milwaukee Electronic Data Processing User Profile	XIII	3
Minority Representation in French Advertising	XVII	1
Model for Determining the Cash Requirements for Small Business	XVI	1
Model to Determine the Activated Potential of Foreign Markets	XVIII	3
Modern Day Work Simplification as Applied to Office Procedures	V	2
Monetary Consequences of Demand Deposit Creation by Mutual Savings Banks — The Commonwealth of Massachusetts Case	XVII	1
Moral Guides to Business Decisions	VIII	1
Motivation Research—Some Reflections of a Researcher	II	2
Multiplier Model Construction, Some Theoretical Problems in	XIV	3
Municipal Income Tax for Wisconsin	III	2
Must Wisconsin Show More Kindness to Industry?	II	5
Need for Industrial Research by Milwaukee Manufacturers to Stimulate Economic Growth	VII	2
Negative Bond-Stock Yield: American Style	XIV	2
Negro Entrepreneurship: Myth or Reality?	XIII	1
New Competition in Foreign Trade	III	4
New Product Awareness and Purchasing Behavior	XVI	1
New Product Development, Improving the Effectiveness of	XIV	4
New Posture of Business Ethics, The	X	1
Note on the Use of Price Differences in Demand Analysis	XVI	4

	Volume No.	Issue No.
Observations Concerning Perceptions of Development Programs – A Comparative Analysis	XVI	4
Obstacles to Progress in the Managerial Adoption of Analytical Methods	XX	1
Odd Lot Short Sales: The Presage of a Stock Market Boom	XX	1
Odd-Lot Stock Trading Theory, The	XII	3
Office Management–Scope of Responsibilities	III	2
On the Use of Markov Chain Techniques to Predict Employee Sick Leave Behavior	XVI	2
Operations Research in Decision-Making	II	5
Organizational Metamorphosis: A Dynamic Model	XV	1
Our Stake in Foreign Aid	IV	1
Outlook for 1963, The	VII	1
Outlook for 1964, The	VII	4
Outlook for 1965, The	VIII	4
Outlook for 1966, The	IX	4
Outlook for 1967, The	X	4
Outlook for 1968, The	XI	4
Outlook for 1969, The	XII	4
Overseas Investment and LBJ's Voluntary Balance of Payments Program	X	3
Perceived Control of Reinforcement – Some Clues to Influencing Employee Behavior	XX	2
Perceived Values of Evening MBA Students	IX	2
Persistence of Small Firms: A Pyrrhic Victory	VIII	4
Personal Incomes in Wisconsin: An Estimate by County Areas	VII	2
Personality Analysis as a Predictor of Consumer Decision Patterns	XX	3
Persuasion in Advertising–Is It a Lost Art?	II	5
Pharmaceutical Industry, Economics of Research and Development in	XIV	3
"Planted" Leader Group Dynamics Exercise: Its Meaning for Management Skill	X	1
Political Outlook for 1959	III	1
Potential Impact of Technical Innovations in Commercial Banking on the Transactions Demand for Money Balances	XI	4
Poverty, the Politician and the Watts Riots	IX	3
Preparing the Industrial Engineers for Managerial Positions	III	5
Preparing Tomorrow's Business Leaders Today (Book Review)	XIV	1
Price Fixing and Public Policy	VI	1
Price Variability and Price Discrimination: A Case Study	XVII	1
Prices of "Non-Food" Grocery Products in High and Low Income Areas	XIV	2
Problems – The Planning Process in Marketing	XVII	3

	Volume No.	Issue No.
Product Innovation and Market Discrepancy in Developing Countries	XVI	2
Productivity and Economic Growth Problems Facing Individual Firm During the Decade Ahead	V	1
Professional-Pool Concept for Company Groups	XVII	1
Profit and Profit Maximization, The Ethics of	XI	3
Profit Rates in the American Economy	XI	1
Programmed Instruction and Business Education and Training	VIII	3
Programs to Assist Unemployed Engineers, Scientists and Technicians	XVI	3
Progress in Wisconsin Banking, 1946-1960	VI	2
Project Management: Future Organizational Concepts	XV	2
Promotion of Consumer Durable Goods in the Negro Market in Milwaukee, The	X	3
Property Tax—A Penalty on Development	VI	2
Psychographics, Demographics and Affluence — Predictors of Individual Decision Patterns?	XVII	3
Psychological and Technical Barriers to European Cross-Border Mergers	XVI	2
Psychometric Measures of Inter-Media Advertising Effectiveness: A Case Study	XVII	2
Quality Control Program Synthesis	XV	4
Quantitative Changes in the Business School Curriculum: How Far How Fast?	XX	3
Quantitative Methods for Business Policy	XIX	1
Quantitative Methods in Business Education	IX	1
Questions and Problems Concerning the Expansion of East European Trade with the West and the Financing Methodology	XIII	3
Rates of Return on OTC, AMEX and NYSE Common Stock During the 1960's	XVIII	1
Recruiting and Training Practices of Advertising Agencies for Account Executive Positions	XIV	2
Reciprocity Gives Way to Trade Relations	VIII	1
Reducing Promotional Costs Through Management of the Media Buying Function	XV	4
Relationship Between Productivity and Certain Employee Attributes, The	VII	3
Rental Price of Fixed Capital to the Electric Utility Industry	XX	2
Research Performance in the Ethical Drug Industry	XVII	3
Resource Ratios: Planning and Control Techniques for Schools of Business	XVI	4
Retail Innovations: A Technological Model of Change in Retailing	XIX	4
Retrospect and Prospect	VIII	2

	Volume No.	Issue No.
Revenue vs. General Obligation Bonds. A Milwaukee Waterworks Case Study	X	4
Risk, Capital Structure and the Rate of Return, A Note on	XIV	4
Role of Education in Economic Growth: A Cobb-Douglas Analysis	XVI	4
Role of First Line Supervision in Sound Wage and Salary Administration, The	II	5
Role of Foreign Assistance in Indian Economic Development, The	IV	1
Role of Marketing in a Soviet Type Economy, The	XIII	1
Role of Materials Management, The	V	2
Scientific Method in the Regulation of Advertising	XIX	3
Search for Sound Industrial Relations	VI	3
Secondary Distributions of American Stock Exchange Securities	XIII	3
Select Annotated Bibliography of Recent Management Books, A	VII	3
Semantics of "Tight Money" and "Easy Money": 1969-71	XV	2
Sharing and Cooperation, New Goals for Economic Growth	VI	4
Should We Expand East-West Trade?	X	2
Small Business: Political Front or Ideological Problem?	IV	3
Small Business, The Survival of	XI	1
Social Character, Purchasing New Products and Word of Mouth Advertising	XVI	4
Social Class Differences in Shopping Activities	XII	1
Social Sciences and the Study of Administration	VI	1
Social Status of Occupations: A Comparative Study	XVI	1
Socialist Foreign Trade Monopolization Practices	XIV	4
Solving the Cost Profit Squeeze in the Manufacturing Firm	VII	4
Some Aspects of Present Day Diversification	VII	4
Some Personal and Situational Correlates of the Leadership Phenomenon: A Comparative Study	XVI	2
Some Reflections in an Election Year	XII	3
Sources of Deposit Variability at Individual Banks	XV	4
Sources of Risk Capital in Television Broadcasting, The	VII	4
Soviet Managerial Evolution, The	XVII	2
Space Spin-Off: Key to Research and Development	X	2
Standardizing the Personal Selling Process	XVIII	1
State Death Taxes and Gift Taxes: Delaware vs Other States	XV	3
Status of Communist Dominated Unions Expelled from CIO	XII	2
Stock Repurchase Decision, The	XIII	4
Stock Tender, The Use of	XI	2
Story of a Boat. A Marketing Study in Innovation	VIII	2
Story of a Boat. Part II. The Advertising	VIII	4
Structural Changes in Retailing: A Predictive Model	XIX	2
Student Attitudes Toward Sales Recruiting Practices	XVI	4

	Volume No.	Issue No.
Student Attitudes Toward Selling: Parental Occupation Influence	XX	3
Study of Consumer Installment Credit, A	I	2
Study of Electronic Computer Installations as Reported by 61 Companies in 1957, A	I	1
Study of Revenue Needs and Trends in Milwaukee County, Wisconsin	III	4
Suboptimization as a Tool To Improve Decision-Making in Public Education	XVIII	1
Suggestive and an Alternative Pattern of Foreign Trade: The Role of Research and Development Examined	XIX	2
Supermarket Chain Product Addition and Deletion Decisions: A Case Study	XVII	3
Supermarkets, Shopping Centers and the Senior Shopper	XIX	3
Supplementary Compensation Desires of Middle-Staff Managers	XII	1
Survey of Advertising People in Wisconsin, A	III	5
Survey of Determinants for Common Stock Price	XVIII	3
Survey of Institutions in the Milwaukee, Wisconsin, Area	V	2
Survey of Milwaukee County Bank Management Personnel to Determine Their Opinions and Attitudes About Their Women Employees, A	VII	3
Survey of Supervisory Training Within American Industry	I	2
Systematic Management Planning Aids a New Product: A Case Study	IX	4
Taxation—Are New Approaches Necessary?	III	4
Third Force, The (Book Review)	XVII	1
Thoughts on the Great Society	IX	2
Tomorrow's Manager	VIII	3
Tool Leasing Can Work	III	5
Toward a More Optional Method of Water Pollution Control	XX	3
Traditional American Ideals and Corporate Responsibility	XX	2
Training the "Hard Core" Unemployed — Some Thoughts Based on Research Findings	XVIII	4
Trends in Consumer Credit	V	3
"Trickle Effect"; A New Management Tool	XIII	1
Two Cases of Industrial Land Development From The Point of View of a Participating Firm	IV	4
Two-Factor Theory of Motivation: Some Empirical Findings Concerning the Impact of Perceived Influence	XVII	4
Upper Middle Class and Working Class Opinions of the Wage/Price Freeze	XVII	4
Use of Private Residential Housing to Minimize Business Recessions, The	II	4

	Volume No.	Issue No.
U. S. Investments in Europe, Perspectives on	XVI	1
U.S. Iron and Steel Industry, A Dynamic Microeconomic Model of	XIV	2
Using a Loss Function to Evaluate Marketing Research Studies	XVI	2
Validation of Personnel Employment Tests	XVI	3
Versatile Combination Export Manager, The	XIII	4
Wage-Price Model of the French Steel Industry	XVIII	4
Watch Wisconsin: A Comprehensive Analysis of Retail Sales Trends	I	1-3
	II	1-5
Webb-Pomerene Act, An Inquiry into the Administration and Utilization of	XIII	4
"We Counted the Smokestacks"—A Study of Product Diversification in Action	I	1
What Government Spending Does to the Economy	II	4
What Has Management to Fear From Information Technology?	X	4
What is 1967 Likely to Bring?	X	4
What is Productivity	VI	4
What's Ahead for '59 . . . In Labor	III	1
What's Ahead in Sales Training	III	3
What's Wrong With Business? Or Why Do the Bright Young Men Run Away?	XII	3
What Kinds of Executives Are Apt to Have Labor Trouble?	XVI	3
What Next? Is the Marketing Orientation the Next Step in the Course of Organization Evolution?	XIX	2
What's Wrong With the Highway Trust Fund?	XIX	4
Where Do We Get Our Future Managers?	XVIII	4
Who Would Work If They Didn't Have To?	XIX	4
Why Managers Need a Code of Ethics	IX	1
Will More Success Kill Free Enterprise?	IV	2
Wisconsin and Midwestern Banking, Two Decades of	XII	2
Wisconsin Paper Industry, Economic Conditions in the	IX	3
Wisconsin Property Tax Relief – Who Is Relieved	XVIII	1
Worker Preferences Among Five Job Characteristics	XX	2
World Economy Year 2000	XV	1
Youth and Business: Mutual Rewards or Antagonism	XVI	4